12/17/2002 11:43 FAX 3236883

MAIL TO: Office of the Attorney General Registry of Charitable Trusts P.O. Box 903447 Sacramento, CA 94203-4470

STREET ADDRESS: 1300 | Street Secremento, CA 95814 Telephone: (916) 323-5079

WEB SITE ADDRESS: http://ag.ca.gov/charitles/

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2003 ANNUAL FINANCIAL REPORT (California Government Code Seption 12569)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:	Name and Address of Charitable Organization:		
The Heritage Company, Inc.	CT No. 14909 F.E.I.N. No. 37-133.7890		
2402 Wildwood Avenue, Suite 500	National Children's Cancer Society		
Sherwood, AR 72120			
	Name of Charley 1015 Locust Building, Ste. 1040		
	St. Louis, MO 63101		
	City, State, and ZIP Code of Charity		
Figures from (check one): National Campaign California Campa	algn 🖾		
Telemarketing held (on) (from) 1	1/1/03 , $12/31/03$, 20 , 20 .		
(Type of Activity)	(Date or dates must be shown)		
Is the contract between the commercial fund-raiser and charity based upon a lf other, provide brief explanation	a fee or percentage of revenue? (check one) Fee Percentage		
1. REVENUE			
A. Cash contributions			
B. Entertainment sales or admission charges	B,		
C. Sales from products	C.		
D. Advertisement sales	D,		
E. Membership fees			
F. Other sources: (Specify)			
a			
b	—————————————————————————————————————		
C	FC,		
d. <u> </u>	Fd. \$267,706.00 G		
G. TOTAL REVENUE			
2. EXPENSES See attached itemization			
A. Fees or commissions	Α,		
B. Salaries	B.		
C. Payroli taxes	C.		
D. Employee benefits	D,		
E. Cost of merchandise for resale	E,		
F. Cost of entertainment			
G. Postage			
H. Advertising	 		
i, Telephone	······································		
J. Rental of equipment	ال <u></u>		
K. Facilities charge	K.		
L. Permits	<u></u>		
M. Other expenses: (Specify)			
8,	Ma.		
b	Mb.		
C	Mc,		
d	Md. \$187,686.60 N		
N. TOTAL EXPENSES	\$10/,000.00 N		

1 of 2

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Attorney General's Registry of Charitable Trusts

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COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES 2002 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Page 2

•	•	n e e e e e e e e e e e e e e e e e e e			
Amount to Charity (subtract line 2N from ilne 1G)			8,263.80 _{3.}		
Less additional fund-raising expenses paid by charity (to be completed by charity)			<u>0</u> 4.		
. Less fair market value of goods and/or services used for the event which were paid by sponsor(s)			<u>0</u> 5.		
Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)			\$108,263.80 6.		
(a) Does any officer, director, partner or owner of the organization for which the Commercial Fund-raise [] Yes [] No]f "yes," complete the form	r has contracted to solicit?	or control over, directly or indirectly, th	e charltable		
Name of officer, director, partner or owner of Same and address of Commercial Fund-raiser Charitable organization		•	Relationship of officer, etc. To charitable organization		
		" 	*		
		,			
(b) For each affiliation identified in 7 (a), attach copy inder penalties of perjury, I declare that I have examined howledge and belief, it is/frue, correct and complete.	this report, including accompanying documents, s	chedules and statements, and to the l	best of my		
ignature of authorized officer (Commercial Fund-raiser)	Glenda Keeniho Printed Name	mecretary/reasure	2/ / ² / / Dat		
his report must be slaned by two officers of f	THE CHARGED OF GRANIZATION FOR VERTYING THE DISTRIBUTION	Molin			
ignature of authorized officer/director (Charliv)	Printed Name	Tille	Dai		
	Carolin L. Token	CFO	1/28/04		
Signature of authorized officer/director (Charity)	Printed Name	Title	Daf		

CAMPAIGN FINANCIAL REPORT

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(Name of Professional Solicitor)

Registration	Mumborl	
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NATIONAL CHILDREN'S CANCER SOCIETY - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period	od beginning 01/01/03 through 12/3	1/03	
GROSS REVENUE	267,706.00		
EXPENSES			
SALARIES, WAGES, COMMISSIC	NS <u>68,350.80</u>		
PROMOTIONAL FEES	9,208.20		
POSTAGE	3,708.00		
TELEPHONE	50,737.80		
RENT	19,528.80		
SUPPLIES LICENSES DEDMITS	2,101.20		
LICENSES, PERMITS ADVERTISING	3,460.80 4,326.00		
ACCOUNTING/DATA PROCESSII			
LIST PREPARATION	1,915.80		
OTHER:			
TOTAL EXPENSES	187,686.60	70.11%	
Net Proceeds		80,019.40	29.89%
Amount Retained by Charitable Organization or	Sponsor	108,263.80	40.44%
Percentage of Funds Received by Charitable Or (Amount Retained by the Charitable Organization by Gross Revenue)	•	40.44%	
Net Income/Loss (-) to THC		-28,244.40	-10.55%
(pending ongoing collections & reconciliations)			

1/14/2004